

Pritika Sachdev

PROJECT MANAGER

Efficient and organised communicator with a proven track record of connecting, collaborating, and nurturing communities of developers.

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EMPLOYMENT

SHOW PRODUCER

THE INADEQUACY PROJECT
Jun 2020 - Present

A podcast for anxious creatives, by anxious creatives.

MARKETING & OPERATIONS MANAGER

CHECKPOINT ORGANISATION
May 2017 - Jan 2020

Promoted from Social Media & Community Manager

CheckPoint is a non-profit organisation dedicated to the mental wellbeing of game developers and the gaming community.

SOCIAL MEDIA MANAGER

FREEPLAY INDEPENDENT GAMES FESTIVAL
Oct 2017 - Jun 2020

Freeplay is the world's longest-running independent games festival, located in Melbourne, Australia.

SOCIAL MEDIA & AWARDS COORDINATOR

GAMES CONNECT ASIA PACIFIC
Jun 2017 - Nov 2017

GCAP is a community-based conference strongly focused on up-skilling the Australian game development industry.

HONOURS AND TALKS

- 🌐 MCV Pacific 30 Under 30 (2019)
- 🌐 Women in Games Awards Finalist - Campaigner of the Year (2018)
- 🌐 Championing Others Starts With Championing Yourself (GCAP Talk 2019)
- 🌐 Games Are Good, Actually: Fostering a Positive Games Community (Closing Keynote 2019)

EDUCATION

BACHELOR OF MEDIA & COMMS (HONOURS)

ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY,
2015

BACHELOR OF DESIGN (GAMES)

ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY,
2014

CERTIFICATE IV IN DESIGN

ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY,
2011

Professional Pillars

PROJECT MANAGEMENT

- Created development pipelines that worked towards an inclusive workplace.
- Performed target market and risk analysis when creating a new product.
- Tracked and analysed social media engagement to continually inform digital presence.
- Remotely led weekly meetings with a global staff.
- Co-Produced "Contours," a videogame exhibition showcasing the margins of game development.
- Researched academic and development experience to survey the current landscape of games.

BRAND IDENTITY

- Implemented marketing strategies across all fundraising initiatives at CheckPoint.
- Grew CheckPoint's Twitter, Facebook and Instagram engagement by 140%, through targeted content posted at optimal times.
- Developed strategic marketing plans and consumer profiles.
- Developed a flexible content calendar, allowing for schedule changes when needed.
- Established a safe online community and implemented scalable rules and guidelines in line with company values.
- Pivoted brand tone in line with the Freeplay yearly conference theme.

COMMUNICATION AND COLLABORATION

- Oversaw the day to day communication of CheckPoint's global staff, volunteer, streamers and support network teams.
- Corresponded with key stakeholders at multiple stages.
- Spoke at multiple industry (GCAP, NZ GameFest) and university events on developing healthy workplaces and work practices.
- Ran the PAX Australia AFK Room and Oz Comic Con chill out space to provide a safe space for attendees.
- Authored documentation and conducted onboarding for junior CheckPoint staff.
- Communicated with journalists and generate press releases.
- Wrote a 10k word exegesis examining feminine representation in games. This was accompanied by an RPG that demonstrated the strong aspect of feminine traits.

Software and Skills

Software: Google Suite, Microsoft Office Suite, Adobe Creative Cloud, Google Ads, Discord, Canva, Patreon, Buffer, Later

Skills: Social Media Management, Event Coordination, Content Creation, Client Relations, Community Management, Video and Image Editing, Copywriting, Multi-Tasking